

onefinestay Launches Higher Living Concierge Programme
First-of-its-kind program grants all guests year-long access to luxury experiences

LONDON — January 18th, 2018 — onefinestay, the world’s leading luxury private rental brand, today announced its concierge programme, called Higher Living, granting all guests access to onefinestay’s brand of services and experiences. Set to launch the beginning of March, this is the company’s first formal guest relationship programme, and it’s also a first-of-its-kind for the industry as it is available to guests for a whole year after their stay.

Alongside its pioneering model and exceptional portfolio of homes and destinations, onefinestay is renowned in the hospitality industry for its high-touch service, which is always curated to each guest and stay. With the launch of Higher Living the company has made the new programme standard for all guests, starting with their first stay, and extending into their lives. Throughout the year, via a mobile concierge developed leveraging onefinestay’s sister company John Paul’s expertise in the space, guests will be given access to individualised travel and lifestyle services that they’ll be able to use during and after their stay, with concierges on hand to answer guests travel and lifestyle needs, for example:

- Restaurant reservations and theatre tickets
- Chef or in-home entertainment booking
- Day-trip and excursion coordination

The more often guests stay with onefinestay, the more valuable and curated Higher Living will become to their travel and at-home lives. And as the programme is powered by onefinestay’s unique model of high-touch, curated service and its global network of hospitality, dining, and experiential vendors and service professionals allowing them to handle all arrangements to exacting specifications – anywhere in the world.

Higher Living is cut from the same cloth as our renowned luxury service, which is beloved by guests, and emblematic of our overarching vision: to unlock a whole new level of living for all of our guests,” said Javier Cedillo-Espin, CEO of onefinestay. “Guests love us because we’ve always set out to bring special experiences to their stays, and now we’re extending our service outside of their travels, and into their lives.”

This programme is the first initiative that the company has launched since its merger in 2017 with TravelKeys and Squarebreak, which brought its portfolio of homes from 2,500 to 10,000 +, and 9 destinations to over 200 around the world.

Starting in March, after their stay guests can access Higher Living with a mobile app that will enable them contact a concierge. Access to the programme is complimentary for the first year, with additional cost for experiences and services. Guests gain access to more and more exclusive benefits every time they stay with onefinestay, and the concierge service becomes more tailored to their individual tastes.

ABOUT ONEFINESTAY

onefinestay is the leading luxury private rental brand that redefines hospitality for discerning travelers by offering individualised stays and services in carefully curated homes all around the world. onefinestay's portfolio includes more than 10,000 of the best homes – beachside villas, mountain ski chalets, historic country mansions – all around the world. With each stay, onefinestay guarantees professional service and individualised experiences, delivered by a dedicated team of Travel Advisors and a network of partners across over 200 destinations.